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## Implementation of Green Marketing Mix on Purchasing Decisions of MSME Products in Semarang City

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### Abstract

*This study aims to analyze the effect of Green Marketing Mix (Green Product, Green Price, Green Place, Green Promotion, Green People, Green Process, and Green Physical Evidence) on purchasing decisions for MSME products in Semarang City. The research method used is quantitative with purposive sampling and snowball sampling techniques, involving 100 respondents. The results showed that all elements of the green marketing mix have a positive and significant influence on purchasing decisions with green price, green promotion, and green physical evidence as the dominant factors. The originality of this research lies in the comprehensive analysis of the application of green marketing mix in the context of MSMEs in Semarang City, enriching insights into consumer behavior towards environmentally friendly products. The implications of this study encourage MSMEs to set competitive pricing strategies, increase green promotions through various media, and pay attention to aspects of physical evidence such as the use of recycled packaging and product appearance to attract consumers. Further research can be conducted by expanding the respondent segment or applying longitudinal methods to see changes in consumer preferences for green products over time.*

**Keywords-** *Green Marketing Mix; Purchase Decision; MSMEs*

### Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *Green Marketing Mix* (*Green Product, Green Price, Green Place, Green Promotion, Green People, Green Process, dan Green Physical Evidence*) terhadap keputusan pembelian produk UMKM di Kota Semarang. Metode penelitian yang digunakan adalah kuantitatif dengan teknik purposive sampling dan snowball sampling, melibatkan 100 responden. Hasil penelitian menunjukkan bahwa seluruh elemen *green marketing mix* memiliki pengaruh positif dan signifikan terhadap keputusan pembelian dengan *green price, green promotion, dan green physical evidence* sebagai faktor dominan. Orisinalitas pada penelitian ini terletak pada analisis komprehensif penerapan *green marketing mix* dalam konteks UMKM di Kota Semarang, memperkaya wawasan tentang perilaku konsumen terhadap produk ramah lingkungan. Implikasi penelitian ini mendorong UMKM untuk menetapkan strategi harga yang kompetitif, meningkatkan promosi hijau melalui berbagai media, serta memperhatikan aspek bukti fisik seperti penggunaan kemasan daur ulang dan tampilan produk untuk menarik konsumen. Penelitian lebih lanjut dapat dilakukan dengan memperluas segmen responden atau menerapkan metode longitudinal untuk melihat perubahan preferensi konsumen terhadap produk ramah lingkungan seiring waktu.

**Kata kunci—** *Green Marketing Mix; Keputusan Pembelian; UMKM*

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### I. INTRODUCTION

Global warming is the gradual increase in the average temperature of land, oceans and atmosphere. Global warming has been patented as a serious problem since 1997, which was discussed at the Earth Summit held in Kyoto City, Japan. According to (Mulyani, 2021) the increasingly severe global warming must be addressed immediately, not only by converting barren land into green land, but also by educating the public to lead a

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healthy lifestyle, save energy, by getting used to using everything that is environmentally friendly, for example reducing the use of plastic is one of the efforts in reducing global warming. With global warming increasing and people having to get used to using everything related to environmentally friendly, business ideas for Micro, Small and Medium Enterprises (MSMEs) that utilize materials from the environment/nature such as recycling, energy efficiency, and implementing green marketing have emerged. Green Marketing is a marketing mix related to environmental utilization. According to (M. Alhamad et al., 2023) Green marketing involves creating and selling environmentally friendly products and services. Meanwhile, in the opinion of (Pacevičiūtė & Razbadauskaitė-Venskė, 2023) Green marketing allows businesses to attract consumers who care about the environment, and who may be willing to pay more for sustainable products. From the two opinions above, it can be concluded that green marketing covers a variety of activities involving changes to products, processes, production, packaging, and advertising that are influenced by concern for the environment. With the practice of green marketing being one of the efforts in reducing global warming. Micro, Small and Medium Enterprises (MSMEs) play a role in reducing global warming by using materials from the environment. According to (Haryono, 2023) Bank Indonesia also supports and prepares MSMEs in transforming towards Green MSMEs. This is a form of initiative from Bank Indonesia in achieving the vision of green MSMEs that grow and support a sustainable economy. Micro, Small and Medium Enterprises (MSMEs) in Indonesia also play an important role in building the Indonesian economy because they create new jobs. According to the opinion (Vinatra et al., 2023) Micro, Small and Medium Enterprises (MSMEs) are businesses that have an important role in the Indonesian economy, both in terms of employment and in terms of the number of businesses. In the practice of green marketing, Micro, Small and Medium Enterprises (MSMEs) utilize materials from waste/nature such as handicrafts or other products.

The following data on the number of MSME growth in Indonesia in 2019-2023 has been processed from [kadin.id](https://www.kadin.id)



Number of MSMEs in Indonesia in 2018-2023 in Million

Source: Data processed from Kadin.id (2023)

This data shows the number of MSMEs in Indonesia in 2018-2023 which experienced growth and decline every year. As happened in 2021, the number of MSMEs has increased compared to 2020, which initially numbered 64 million units to 65.46 million units. In 2023 the number of MSMEs in Indonesia increased by 1 million MSME units compared to 2022. And the number of MSMEs in 2024 reached more than 65 million units (Waluyo, 2024). Of the 66 million MSME units in Indonesia in 2023, 187,746 are MSMEs assisted by Central Java Province based on data from the Office of Small & Medium Enterprises Cooperatives of Central Java Province. The following is data on the growth of fostered MSMEs in Central Java from 2018 to 2024.

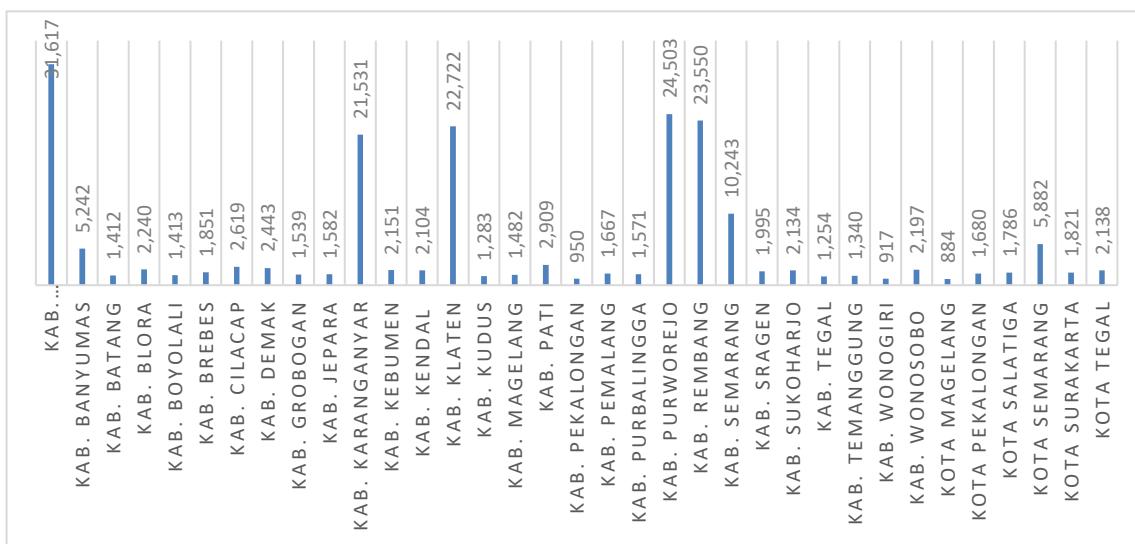


Number of fostered MSMEs in Central Java 2018-2024

Source: Data processed from [satudata.dinkop-umkm.go.id](https://satudata.dinkop-umkm.go.id) (2024)

Based on the data above, the number of MSMEs assisted throughout Central Java from 2018 to 2024 is 1,206,995 MSME units. Central Java Province will foster 187,746 MSME units in 2023 and 192,652 MSME units in 2024. The data was updated on October 06, 2024. Central Java Province consists of 29 districts and 6

cities. The following is data on the distribution of MSMEs fostered in Central Java Province from districts to cities in 2024. Data on fostered MSMEs in Central Java (District / City) in 2024 Data on fostered MSMEs in



Central Java (District / City) in 2024.

Number of MSMEs assisted throughout Central Java (Kab/Kota) in 2024

Source: Data processed from satudata.dinkop-umkm.go.id (2024)

From Figure 3 above, Banjarnegara Regency has the highest number of MSMEs among the other districts/cities in Central Java province. Meanwhile, the number of MSMEs in Semarang City is 5,882 units. The number of MSMEs in Semarang City is 25,735 behind Banjarnegara Regency. Semarang City is the center of government of Central Java province. Not only that, Semarang City is an economic center that is included in the national strategic area (KSN). The following data is quoted from iumk.semarangkota.go.id on the number of MSMEs in Semarang City in 2024 based on their distribution in 16 sub-districts.

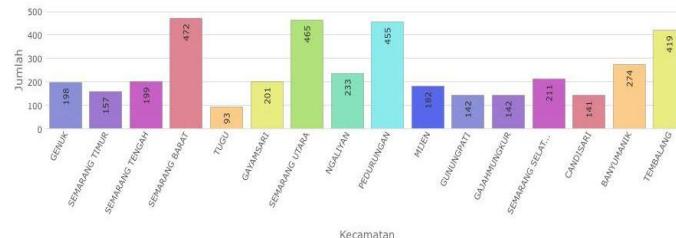


Figure 4. Graph of the number of MSMEs in Semarang City in 2024

Source: iumk.semarangkota.go.id., 2024

The graph shows that West Semarang sub-district has the highest number of MSMEs at 472 and Tugu sub-district has only 93. Of the 5,882 MSMEs in Semarang City, there are certainly MSMEs that have used natural materials/used goods into valuable goods. According to data quoted from the gayengexpo.id website, the number of MSMEs in Semarang City that participate in the Bank Indonesia program and use environmentally friendly practices is 26 business units, which are divided into 4 sectors including Coffee & Agro Commodity, Craft, Deco & Furniture, Fashion & Accessories, and Food & Beverages. Of the 5,882 MSMEs in Semarang City, only 26 are included in the Bank Indonesia program, which aims to encourage the realization of a green economy through the development of Central Java MSMEs that support sustainable economic growth.

Based on the results of research conducted (Kantar, 2021) in Unilever, it shows that the number of consumers who are more concerned about environmentally friendly products in Indonesia increased by 112% from 2019 to 2020. Consumers in Indonesia are also increasingly aware of the importance of living a more environmentally friendly lifestyle. As many as 86% of them have started implementing eco-friendly habits in their daily activities, while 74% tend to choose brands that show social awareness. This shows that there is a change in consumer preferences for products that support environmental desires, triggered by increased awareness about the negative impact of human activities on the environment, including the issue of global warming which increasingly threatens life on earth. For consumers who are increasingly concerned,

environmentally friendly products offer more than just functional benefits but they represent the values of social responsibility, and commitment to the preservation of the earth. This makes products that carry environmentally friendly principles more attractive in the minds of consumers who have high awareness. With increasing consumer interest in environmentally friendly products, a big challenge arises from the supply side, especially in the MSME sector. As the backbone of the Indonesian economy, MSMEs are expected to take advantage of this opportunity to answer the increasing market demand for environmentally friendly products. However, in reality the number of MSMEs that have implemented the green marketing mix is still very limited. According to (T, Widayastuti & R, Kusumadewi, 2020) the number of MSMEs that implement the green marketing mix is limited because MSMEs have limited resources such as costs, time, limited budgets for investment in environmentally friendly practices, and knowledge is a major barrier for MSMEs. MSMEs also have a limited budget for investment in green practices. In addition, the additional costs required to produce green products are often a heavy burden for MSMEs, especially for those operating on a small scale.

The transformation of the green marketing mix or green marketing in MSMEs will not only increase their competitiveness but also have a positive impact on purchasing decisions. According to (Panji Ragatirta & Tiningrum, 2020) purchasing decisions are a major part of consumer behavior that leads to the purchase of products or services. Before buying a product, consumers must carry out a decision-making process. In the decision-making process, consumers identify and evaluate products to make purchases.

In the results of previous studies, green product, green price, and green place did not have a positive and significant effect on the behavior of MSMEs, while green promotion had a positive and significant effect on the behavior of MSMEs (Hamid et al., 2023). Then the results in previous research Green Supply Chain Management can recommend alternatives from plastic bottle packaging to glass bottles for King of Honey SMEs (Fitriana et al., 2022). In research in the same year, the green marketing mix has a positive and significant effect on purchasing decisions for Big Three Frans products at Lotus Food Services Jimbaran, Badung (Zaky & Purnami, 2020). Meanwhile, the results of research from (Paramita et al., 2022) green promotion, green physical evidence, and environmental awareness have a positive and significant effect on purchasing decisions. The results of further research are environmental awareness and green advertising have a positive and significant effect on purchasing decisions for eco-labeled bottled water (Hasanah et al., 2023).

Based on the above, the researchers are interested in conducting research on how the implementation of green marketing mix on purchasing decisions for umkm products in Semarang city. The object of this research is MSME consumers who have used green marketing mix practices in Semarang City and consumers understand the implementation of the green marketing mix. By asking research questions (i) What green marketing mix most influences consumer purchasing decisions, (ii) whether consumers support and appreciate MSMEs that have implemented green marketing mix practices by making purchasing decisions for these products.

## II. THEORETICAL STUDIES

### A. *Triple Bottom Line Theory*

Elkington in (Basar et al., 2023) suggests that the Triple Bottom Line concept serves as the basic principle in the implementation of Corporate Social Responsibility (CSR) programs in a company. These three integrated interests form the general framework and main objectives of corporate social responsibility. The Triple Bottom Line concept has become a popular reporting tool, which is used to describe a company's social, environmental, and economic performance. The concept is gaining significant attention related to its efficacy and adequacy as a means of reporting the extent to which an organization has fulfilled its social responsibilities. Companies that have implemented sustainability principles and transformed into green companies have recorded a number of tangible results, including:

1. There are energy and material savings, as well as increased efficiency in production and operational costs. Through these savings and efficiencies, the company's profitability and economic competitiveness have increased.
2. The economic activities, income and welfare of the surrounding community progress, which in turn increases the company's revenue. Business development becomes smoother, as the company's reputation and image become more widely recognized. As a result, the company gains greater recognition from national and multinational clients, thereby increasing market share.
3. The company environment becomes greener and more comfortable, providing economic as well as noneconomic (social and ecological) benefits for both the company and the community. Greening

programs in ex-factory, ex-mining, and barren land areas result in productive and comfortable green spaces, bringing many benefits to local communities and society at large.

4. The company builds good relationships and gains recognition from surrounding communities and local governments. Established mutually beneficial collaboration and synergy between the company, community, and local government.

#### *B. Green Marketing Theory*

Green marketing became popular in the late 1980s and early 1990s, although related discussions had started earlier. In 1975, the American Marketing Association (AMA) held the first seminar themed "Ecological Marketing," which later resulted in the first book entitled Ecological Marketing, which became an early reference for the concept of green marketing (Arvy Ginting et al., 2023). Green marketing itself is the application of marketing tools aimed at facilitating change, with attention to organizational satisfaction and individual goals, in an effort to maintain, protect, and preserve the physical environment. This activity demands more than just image development. According to (Juliana & Lemy, 2024) Green marketing is a holistic and responsible strategic management process. This process aims to identify, anticipate, and meet the needs of stakeholders by providing fair value, without endangering human health or destroying the balance of the natural environment. According to (Rizal & Harsono, 2022) Green marketing is the application of marketing strategies that serve as a means to drive changes that meet organizational satisfaction as well as individual goals in preserving, protecting, and caring for the physical environment.

Green marketing continues to evolve with increasing consumer awareness of environmental and sustainability issues. Initially, green marketing focused more on marketing environmentally friendly products by emphasizing aspects of reducing negative impacts on the environment in the production and distribution process (Peattie, 2001). Over time, this concept evolved into a green marketing mix that not only covers products, but also involves other elements such as price, place, promotion, as well as processes and physical evidence that support sustainability (Frank-Martin & Peattie, 2012). Green marketing mix integrates sustainability principles into all aspects of marketing, which includes green product, green price, green place, green promotion, green people, green process, and green physical evidence. This concept provides a more comprehensive framework for companies to create added value for consumers while contributing to environmental conservation. The implementation of green marketing continues to undergo a significant transformation, now no longer limited to large companies with abundant resources. This concept has transformed into a movement that embraces various business scales, including MSMEs which are the backbone of the economy. Green marketing not only focuses on environmentally friendly products or services, but also involves transformation in production processes that minimize waste and emissions, selection of sustainable and recyclable raw materials, use of environmentally friendly packaging, to marketing and communication strategies that emphasize sustainability values. The government is well aware of the urgency of green marketing and actively socializes it to businesses of various scales, including MSMEs. Through seminars and trainings that provide an in-depth understanding of green marketing concepts and best practices, to mentoring programs that help MSMEs implement green marketing strategies that suit their business characteristics, and various other initiatives, the government seeks to raise awareness of environmental issues and encourage the adoption of more sustainable business practices. Thus, it is hoped that more businesses, including MSMEs, will not only be profit-oriented, but also contribute to environmental conservation.

#### *C. Green Customer Behavior Theory*

Green Customer Behavior theory examines consumer behavior that is driven by concern for environmental issues in each of their purchasing decisions. This concept describes how consumers actively choose products or services that are more environmentally friendly, such as recycled, low-emission, or sustainably produced goods. Green Customer Behavior reflects changes in consumer preferences that not only focus on price or quality, but also consider ethical and sustainability aspects (Machová et al., 2022). This theory shows a shift in modern consumer behavior that prioritizes environmental sustainability in consumer purchasing decisions. Green Customer Behavior not only has an impact on individual consumer preferences, but also on company marketing and production strategies. Consumer awareness of environmentally friendly products has encouraged companies to adopt more sustainable business practices. Companies are now not only focusing on improving quality and reducing production costs, but also paying attention to carbon footprint, emissions, use of renewable resources, and recyclable packaging. This change is not only to meet the demands of consumers who are increasingly

critical of environmental issues, but also to strengthen their brand image as a socially and environmentally responsible entity. In line with the development of green customer behavior, consumers' understanding of green marketing is also increasing. Consumers are no longer easily lured by unsubstantiated "green" claims. They demand transparency and accountability from MSMEs regarding their commitment to sustainability. Consumers want to see concrete evidence that MSMEs are not only making claims to be environmentally friendly, but are also actually implementing business practices that adopt the concept of green marketing. Therefore, MSMEs that want to succeed in green marketing must truly integrate green marketing values into all aspects of their business. This includes paying attention to the selection of efficient production processes that minimize waste and emissions, the selection of sustainable and recyclable raw materials, the use of environmentally friendly packaging, and marketing and communication strategies that emphasize green marketing values.

#### *D. Health Belief Model Theory*

The Health Belief Model was first introduced by Rosenstock in 1966, and later refined by Becker and his colleagues in 1970 and 1980. Since 1974, this model has attracted the attention of researchers. According to (Upa & winarti, 2024) this model is a conceptual framework designed to analyze how individuals assess and perceive their health, including their tendency to accept or ignore health precautions. According to the definition presented by the World Health Organization (WHO), health is a comprehensive condition, including physical, mental, and social well-being, and is not limited to the absence of disease or disability. Meanwhile, in Law No. 36/2009 on Health, health is described as a state of physical, mental, spiritual, and social well-being, which enables every individual to function productively in both social and economic aspects. In English, belief means trust or belief. The Health Belief Model is a conceptual framework that explains individual reasons for performing or rejecting healthy behaviors. This model serves to describe individual beliefs about the importance of healthy living behaviors, which are expected to encourage individuals to implement preventive behaviors and utilize health facilities. The Health Belief Model is often used to predict preventive health behaviors, as well as patient responses to treatment for acute and chronic diseases. Recently, the model has evolved into a predictive tool used for various types of health-related behaviors. And it has been extended to other non-health related fields.

#### *E. Green Marketing Mix*

Evolutionary marketing theory is a theory that emphasizes that markets are always changing and evolving, companies must continue to adapt and innovate to remain relevant and competitive (Kotler & Keller, 2016). This is influenced by various factors such as technology, consumer trends, economic conditions, and competition. In green marketing, evolutionary theory emphasizes that companies must be able to adapt their strategies to changes in consumer awareness of environmental issues and trends in environmentally friendly products. In implementing green marketing, marketers are required to be adaptive and creative in responding to market companies and consumer preferences. Marketers must be able to identify new opportunities such as implementing green marketing, developing unique and differentiated strategies, and building strong relationships with consumers who care about the environment. For creative marketers, the concept of green marketing mix can be created into a marketing strategy that not only has differences but at the same time becomes a unique strategy and has advantages.

The green marketing mix focuses on the application of environmentally friendly principles with a focus on environmental sustainability. Before developing into 7Ps as it is today, the concept of green marketing has been applied with the adaptation of the 4P marketing mix (Product, Price, Place, Promotion). According to (Makitsuna et al., 2024) integration into the latest 7P marketing mix creates a more comprehensive strategy, allowing companies to focus not only on environmentally friendly products and promotions but also on other elements such as business processes and customer experience. This transformation increases the appeal to environmentally conscious consumers while reinforcing the company's commitment to sustainability in every aspect of its operations. Here are the 7Ps of Green Marketing:

##### 1. Green Product

Green products are products that are good for users and also do not pollute the surrounding environment (Makitsuna et al., 2024)

##### 2. Green Price

Green Price is one of the marketing mixes that generates revenue, other elements generate costs (Makitsuna et al., 2024)

### 3. Green Place

Green Place is a distribution channel that allows products or services to reach consumers (Fataron, 2022)

### 4. Green Promotion

Green Promotion is the main way to introduce products or services to consumers (Makitsuna et al., 2024)

### 5. Green People

Green People is a direct interaction between customers and companies through people (Makitsuna et al., 2024)

### 6. Green Process

Green Process is a business process that must be designed in such a way as to provide a comfortable and satisfying experience for consumers, such as speed of delivery, friendly service, and fast and effective problem solving (Machová et al., 2022)

### 7. Green Physical Evidence

Green Physical Evidence is physical evidence that includes tangible elements of products or services that can enhance consumer impressions, such as product packaging, store displays, and visual aesthetics (Makitsuna et al., 2024)

## *F. Purchase Decision*

Consumers who are increasingly aware of environmental issues have demonstrated a deep understanding of green marketing practices. This awareness encourages consumers to not only understand, but also act in accordance with green earth trends. Consumers are starting to move towards consuming products that implement green marketing, making them the first choice in their efforts to support sustainability. This can create great potential for products that implement green marketing to reach the purchasing decisions of consumers who care about the environment. Consumers are no longer just looking for quality products, but also products that have added value in protecting the earth. Thus, green marketing is not only a marketing strategy, but also a bridge between producers who care about the environment and consumers who have similar awareness to make purchasing decisions for products that are safe for the environment. Decisionmaking is a crucial aspect of management and is one of the main tasks of individuals in their decision-making process. The decision itself is defined as a selection from two or more alternatives in the context of a purchase decision. The purchase decision-making process can have a significant effect on the way the decision is made (Tanady & Fuad, 2020). Buyer decision making is defined as an integrative process that involves combining knowledge to evaluate two or more alternative behaviors, where consumers ultimately choose one of these choices (Cesariana et al., 2022). The result of this integrative process is a choice that is cognitively expressed as a desire to behave. Therefore, among the various choices available, consumers will determine the best alternative that can meet their needs. Purchasing decisions include actions taken by consumers in distinguishing between products, which begins with awareness of the fulfillment of existing needs and desires. Purchasing decisions include aspects related to the purchase and use of both products and services.

## *G. Hypothesis*

The following is the hypothesis of this research:

H1: Green Product has a positive effect on purchasing decisions for MSME products in Semarang City.

According to (Machová et al., 2022) green customer behavior is consumer behavior driven by concern for environmental issues in each of their purchasing decisions. Consumers who have high green customer behavior tend to more actively seek information about environmentally friendly products, consider the environmental impact of the products they buy, and are willing to pay more for sustainable products. This behavior is not only driven by altruism, but also by the belief that their actions can make a positive contribution to the environment and the future of the earth. Consumers who have high green customer behavior will be more interested and motivated to buy green products because of their values. They see green products as a way to express their identity as individuals who care about the environment and contribute to positive change. Green products include environmentally friendly products, which can attract the attention of consumers who care about green sustainability. By increasing consumer awareness of the importance of sustainable products, MSMEs that

implement green products tend to experience increased sales and customer loyalty, thus having a positive impact on their performance. In research (Rizal Yulianto et al., 2021) states that green products have the most significant effect on purchasing decisions because the wakoel sidoarjo is able to meet consumer wants and needs, able to provide durable and higher quality. Similar research was also conducted by (Sofwan & Wijayangka, 2021) which states that green products have a positive and significant effect both simultaneously and individually on purchasing decisions.

**H2: Green Price has a positive effect on purchasing decisions for MSME products in Semarang City.**

Green customer behavior is consumer behavior driven by concern for environmental issues in every consumer purchasing decision (Machová et al., 2022). Consumers who have high green customer behavior tend to actively seek information about environmentally friendly products, consider the environmental impact of the products they buy, and are willing to pay more for products that adopt the concept of green marketing mix. Consumers also consider the triple bottom line (TBL) in each of their purchasing decisions. For consumers who care about the environment, the ideal product is a product that provides profit for the company (profit), preserves the environment (planet), and has a positive impact on society (people) (Basar et al., 2023). In this case, green customer behavior can be an important factor influencing consumer perceptions of green price and ultimately influencing purchasing decisions. Consumers who have high green customer behavior tend to be more willing to pay higher prices for products that meet TBL criteria. Consumers who have green customer behavior characteristics see the green price as an investment in sustainability and as a way to support responsible companies. In contrast, consumers who are less concerned about environmental issues may not be as interested in products have a higher green price, unless they offer significant added value in terms of quality or features. Appropriate pricing for green products can increase consumer appeal. MSMEs that set competitive prices and reflect the sustainability value of MSME products can increase sales volume. Research conducted by (Rizal Yulianto et al., 2021) has a positive and significant effect on purchasing decisions. Meanwhile, research conducted by (Zaky & Purnami, 2020) also states that green price has a positive and significant effect on product purchasing decisions.

**H3: Green place has a positive effect on purchasing decisions for MSME products in Semarang City.**

Green place refers to the distribution channels that allow products or services to reach consumers. Green customer behavior is consumer behavior driven by concern for environmental issues in every consumer purchasing decision (Machová et al., 2022). Consumers who have high green customer behavior tend to actively seek information about environmentally friendly products, consider the environmental impact of the products they buy, and are willing to pay more for products that adopt the concept of green marketing mix. Consumers also consider the triple bottom line (TBL) in each of their purchasing decisions. For consumers who care about the environment, the ideal product is a product that provides profit for the company (profit), preserves the environment (planet), and has a positive impact on society (people) (Basar et al., 2023). Consumers who have high green customer behavior characteristics will be more interested and motivated to buy products available in green places as a way to support responsible business and contribute to sustainability. Businesses or MSMEs that choose strategic locations that are environmentally friendly can attract more customers and increase visibility, thus having a positive impact on sales and overall performance. Previous research has shown that green place has a persial effect on purchasing decisions (Rizal Yulianto et al., 2021). Research conducted by (Zaky & Purnami, 2020) also states that green place has a positive and significant effect on purchasing decisions.

**H4: Green Promotion has a positive effect on purchasing decisions for MSME products in Semarang City.**

Green promotion refers to the main way to introduce products or services to consumers. Green promotion as a form of communication and marketing efforts made by companies to promote products or services that are environmentally friendly and sustainable (Makitsuna et al., 2024). This includes describing the relationship between products or services and the environment directly, promoting a healthy and green lifestyle by using the products created, displaying the company's image of environmental responsibility. Consumers who have high green customer behavior will be more interested and motivated by green promotion because of its compatibility with triple bottom line values. For consumers, green promotion is a way to get information on how the product is produced, who makes it, and what the social and economic impacts of producing and consuming green products are. Promotions that highlight the environmentally friendly aspects of the product can increase

consumer awareness and interest. By implementing effective promotional strategies, MSMEs can reach a wider market segment and increase sales, which contributes to business performance. In previous research, (Zaky & Purnami, 2020) green promotion has a positive and significant effect simultaneously on purchasing decisions. (Fadilah et al., 2024) in their research found that green promotion has a significant effect on purchasing decisions.

**H5: Green People has a positive effect on purchasing decisions for MSME products in Semarang City.**

Green customer behavior is consumer behavior driven by concern for environmental issues in every consumer purchasing decision (Machová et al., 2022). Consumers who have high green customer behavior tend to actively seek information about environmentally friendly products, consider the environmental impact of the products they buy, and are willing to pay more for sustainable products. Consumers also consider the triple bottom line (TBL) in each of their purchasing decisions. For consumers who care about the environment, the ideal product is a product that provides profit for the company (profit), preserves the environment (planet), and has a positive impact on society (people) (Basar et al., 2023). Green people refer to aspects of human resources involved in product production and distribution, including working conditions, living wages, occupational health and safety, and protection of human rights. Consumers who have high green customer behavior will be more interested and motivated to buy products produced by companies that pay attention to the welfare of employees and the surrounding community because of their compatibility with TBL values. Consumers see green people as a way to support socially responsible businesses and contribute to the development of a better society. Employees who are trained and committed to green practices will provide better service and create a positive image for MSMEs, which can improve customer satisfaction and business performance. The results of the study (Fitriyanti; et al., 2023) found that green people have a significant influence on purchasing decisions.

**H6: Green Process has a positive effect on purchasing decisions for MSME products in Semarang City.**

According to (Machová et al., 2022) green customer behavior is consumer behavior driven by concern for environmental issues in every consumer purchasing decision. Green process involves the use of efficient and environmentally friendly production processes. This includes reducing resource & energy consumption and increasing resource & energy efficiency, using recycled materials, recycling techniques, and environmental technology, holding environmental campaigns, using equipment to control pollution, adopting pollution control projects and technology (Xie et al., 2019). Consumers who have green customer behavior are not only interested in the environmental aspects of the product, but also the social and economic aspects. Consumers want to know how the product production process is, what environmental campaigns they hold, and the social and economic impacts of the product production and consumption process. Therefore, clear and transparent information about green process practices will be more effective in attracting the attention and influencing the purchasing decisions of consumers who have green customer behavior.

**H7: Green Physical Evidence has a positive effect on purchasing decisions for MSME products in Semarang City.**

Green customer behavior is consumer behavior driven by concern for environmental issues in every consumer purchasing decision (Machová et al., 2022). Consumers who have high green customer behavior tend to actively seek information about environmentally friendly products, consider the environmental impact of the products they buy, and are willing to pay more for sustainable products. Consumers also consider the triple bottom line (TBL) in every purchasing decision. For consumers who care about the environment, the ideal product is a product that provides profit for the company (profit), preserves the environment (planet), and provides a positive impact on society (people) (Basar et al., 2023). Green physical evidence refers to physical evidence that includes tangible elements of products or services that can enhance consumer impressions, such as product packaging, store displays, and visual aesthetics (Makitsuna et al., 2024). Consumers see green physical evidence as tangible evidence of the company's commitment to green marketing mix practices and as a guarantee of the quality and authenticity of environmentally friendly products. When customers see MSMEs' commitment to implementing the green marketing mix concept through physical elements, they are more likely to buy. (Amalia et al., 2023) in their research found that green packaging has a significant positive effect on purchasing decision variables. Research conducted (Farha & Rini, 2021) green packaging has an effect on purchasing decisions.

### III. RESEARCH METHODS

Population in this study refers to all individuals, objects, or events that are the main subject of investigation (Candra Susanto et al., 2024), while according to (Sugiyono, 2020), population is a generalization area consisting of objects or subjects with certain characteristics set by researchers to be studied and concluded. This research focuses on the population of Semarang City, which totals 1,708,830 people (BPS Semarang, 2024). The sample has an important role in determining the representativeness and generalizability of the findings (Candra Susanto et al., 2024), where according to (Sugiyono, 2020), the sample is part of the number and characteristics of the population. The number of samples in this study was calculated using the Slovin formula with a margin of error of 10%, which resulted in 100 respondents after rounding.

Based on the results of the above calculations, the respondents taken amounted to 100 people who had been rounded up from the calculation of the slovin formula. This research uses quantitative or survey methods with primary and secondary data sources. Primary data was collected through an online questionnaire using Google Forms with closed questions to make it easier for respondents to answer. Data measurement uses an ordinal scale with a Likert Scale in the value range of 1 to 5. Secondary data is obtained from books, journals, and related documents (Sugiyono, 2020). The sampling techniques used are purposive sampling and snowball sampling, where purposive sampling sets certain criteria in selecting samples (Sugiyono, 2020), while snowball sampling starts from a small sample which then recommends other respondents. The criteria for respondents in this study include individuals who live in Semarang City, aged 17-78 years, have purchased environmentally friendly MSME products in Semarang City at least once, understand the concept of Green Marketing Mix, and care about and support environmentally friendly MSME products.

The data analysis tool in this study uses IBM SPSS Statistics 26 software to process the data that has been collected. The data feasibility test is carried out through validity and reliability tests, where the validity test uses the Bivariate Correlation method to measure the relationship between variables, while the reliability test uses Cronbach Alpha ( $\alpha$ ) with a value limit of  $> 0,7$  to ensure the consistency of the research instrument. The classical assumption test includes normality test with Kolmogorov-Smirnov to test data distribution, multicollinearity test with Tolerance value  $> 0,10$  and VIF  $< 10$  to ensure there is no correlation between independent variables, and heteroscedasticity test with scatterplot and Glejser test to detect inequality of residual variance. Furthermore, hypothesis testing is carried out with the t test to evaluate the individual effect of each Green 7P independent variable on purchasing decisions, where  $H_0$  is rejected if the calculated t value  $> t$  table. The coefficient of determination ( $R^2$ ) test is used to measure the model's ability to explain the dependent variable, with a value close to 1 indicating a stronger influence. The F test is used to determine the simultaneous influence of all independent variables on purchasing decisions, with the criteria  $F$  count  $> F$  table as the basis for accepting the alternative hypothesis. Multiple linear regression analysis is applied to determine the direction and magnitude of the influence of the independent variables Green Product (X1), Green Price (X2), Green Place (X3), Green Promotion (X4), Green People (X5), Green Process (X6), and Green Physical Evidence (X7) on purchasing decisions (Y) with the equation model  $Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \beta_6X_6 + \beta_7X_7 + \varepsilon$ .

### IV. RESULTS AND DISCUSSION

#### Respondent Characteristics

The characteristics of respondents are used to provide an overview of respondents obtained from distributing questionnaires by researchers, whether the characteristics of different respondents will assume the same or different. Respondents in this study are people who have purchased environmentally friendly MSME products in Semarang City. In terms of respondents' descriptions, the majority (46%) purchased culinary-type green MSME products, showing a preference for foods with organic ingredients, sustainable production, and ecofriendly packaging such as banana leaves. Respondents were spread across various sub-districts in Semarang City, with the largest concentrations in Pedurungan (12%), Genuk and Gayamsari (10% each), and other areas at 2%-9%. Respondents were predominantly female (66%) and aged 17-27 years old (59%), reflecting the younger generation's high awareness of environmental issues. Students (36%) are a clear example of support for sustainable products. In terms of education, individuals with a D4-S1 education (57%) are more likely to choose environmentally friendly products, demonstrating the link between education level and environmental awareness. Income level is also influential, with those earning above IDR 8,000,000 (12%) having a high propensity to purchase green products. However, groups with lower incomes, such as Rp3,000,000-Rp5,000,000 (29%) and below Rp1,000,000 (19%), also show significant interest, signaling that environmental awareness is widespread in various walks of life.

### Reliability Test

The reliability test results in table 6 show that all research variables, namely Green Product (0,884), Green Price (0,825), Green Place (0,906), Green Promotion (0,827), Green People (0,791), Green Process (0,917), Green Physical Evidence (0,903), and Purchasing Decisions (0,819) have a Cronbach's Alpha value of more than 0,7. So that all variables can be declared reliable or the instruments used are consistent if used in similar conditions or time to time.

Table 6. Reliability Test Results

Variabel	Nilai Cronbach Alpha	Keterangan
Green Product	0,884	Reliable
Green Price	0,825	Reliable
Green Place	0,906	Reliable
Green Promotion	0,828	Reliable
Green People	0,791	Reliable
Green Process	0,917	Reliable
Green Physical Evidence	0,903	Reliable
Keputusan Pembelian	0,819	Reliable

Source: data processed by SPSS, 2024

### Normality Test

The normality test results in table 7 using the One-Sample Kolmogorov-Smirnov Test show a significance value of 0,064 which is greater than 0,05. So it can be concluded that the residual data in this study are normally distributed or the difference between the value predicted by the model (expected value) and the actual value (observation) is randomly distributed and follows a normal distribution pattern.

Table 7. Normality Test Results'

Unstandardized Residual		
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.40472479
Most Extreme Differences	Absolute	.086
	Positive	.086
	Negative	-.075
Test Statistic		.086
Asymp. Sig. (2-tailed)		.064 <sup>c</sup>

a. Test distribution is Normal.  
b. Calculated from data.  
c. Lilliefors Significance Correction.

Source: data processed by SPSS, 2024

### Multicollinearity Test

Table 8. Multicollinearity Test Results

Model		Coefficients <sup>a</sup>		Collinearity Statistics	
				Tolerance	VIF
1	G. Product			.248	4.037
	G. Price			.469	2.131
	G. Place			.407	2.455
	G. Promotion			.541	1.848
	G. People			.530	1.886
	G. Process			.389	2.572
	G. Phy Evid			.241	4.150

a. Dependent Variable: KP

Source: data processed by SPSS, 2024

Table 8 above shows the results of the multicollinearity test which has a Tolerance and Variance Inflation Factor (VIF) value for each independent variable in this study which does not indicate a significant multicollinearity problem. For the Green Product (X1) variable, the VIF value is 4,037 and Tolerance is 0,248; Green Price (X2) has VIF 2,131 and Tolerance 0,469; Green Place (X3) with VIF 2,455 and Tolerance 0,407; Green Promotion (X4) has VIF 1,848 and Tolerance 0,541; Green People (X5) with VIF 1,886 and Tolerance 0,530; Green Process (X6) has VIF 2,572 and Tolerance 0,389; and Green Physical Evidence (X7) with VIF 4,150 and Tolerance 0,241. Since all VIF values are below 10 and Tolerance is greater than 0,10, it can be concluded that there is no significant multicollinearity between the independent variables.

#### Heteroscedasticity Test

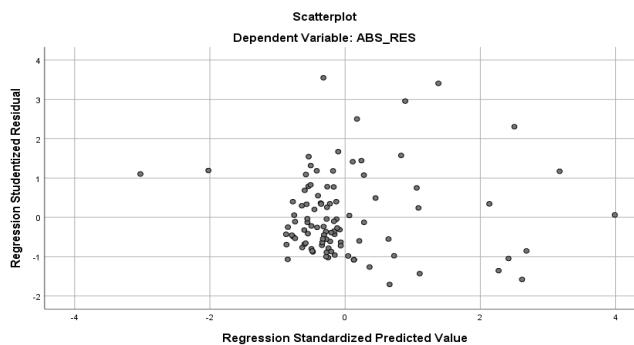


Figure 6. Heteroscedasticity Test Results Using Scatterplot

Source: data processed by SPSS, 2024

Based on Figure 6 above, it can be seen that the analysis results show that the parameter coefficients for all the independent variables used in this study do not occur heteroscedasticity as seen from the distribution of points above and below the number 0 on the Y axis and do not form a certain pattern.

Table 9. Heteroscedasticity Test Results Using the Glejser Test

Model		Standardized			
		B	Unstandardized Coefficients	Coefficients	
			Std. Error	Beta	t
1	(Constant)	2.542	.853		2.980 .004
	G. Product	-.043	.028	-.299	-1.553 .124
	G. Price	-.038	.028	-.188	-1.348 .181
	G. Place	-.032	.022	-.219	-1.463 .147
	G. Promotion	.030	.031	.225	1.748 .156
	G. People	-.021	.042	-.067	-.511 .611
	G. Process	.030	.021	.220	1.432 .156
	G. Phy Evid	.010	.029	.069	.356 .722
a. Dependent Variable: ABS_RES					

Source: data processed by SPSS, 2024

Based on table 9, the results of the heteroscedasticity test using the Glejser test using the ABS Residual variable show that the Green Product (X1), Green Price (X2), Green Place X3), Green Promotion (X4), Green People (X5), Green Process (X6), and Green Physical Evidence (X7) variables have a significance value greater than 0,05, which means that there is no systematic error pattern or non-constant variance in the residuals so that the heteroscedasticity test is fulfilled.

## Test t

Table 10. t-test results

Model	Unstandardized Coefficients		Standardize Coefficients		t	Sig.
	B	Std. Error	Beta			
1	(Constant)	-2.009	1.380		-1.456	.149
	G. Product	.118	.048	.163	2.639	.010
	G. Price	.238	.046	.232	5.185	.000
	G. Place	.160	.036	.215	4.477	.000
	G. Promotion	.216	.051	.178	4.255	.000
	G. People	.151	.068	.093	2.210	.030
	G. Process	.087	.034	.127	2.580	.011
	G. Phy Evid	.172	.047	.229	3.667	.000

a. Dependent Variable: KP

Source: data processed by SPSS, 2024

Based on the results of the t statistical test presented above, the hypothesis will be accepted if the significance value (Sig.) is less than 0,05 for each variable. Therefore, the conclusion of the t-test is as follows:

- In Green Product (X1), the value of  $t = 2,639$  and  $\text{Sig.} = 0,010$  (less than 0,05), indicating that Green Product has a significant effect on Purchasing Decisions in a positive direction ( $\beta = 0,118$ ).
- In Green Price (X2), the value of  $t = 5,185$  and  $\text{Sig.} = 0,000$  (less than 0,05), indicating that Green Price has a significant effect on Purchasing Decisions in a positive direction ( $\beta = 0,238$ ).
- In Green Place (X3), the value of  $t = 4,477$  and  $\text{Sig.} = 0,000$  (less than 0,05), indicating that Green Place has a significant effect on Purchasing Decisions in a positive direction ( $\beta = 0,160$ ).
- In Green Promotion (X4), the value of  $t = 4,255$  and  $\text{Sig.} = 0,000$  (less than 0,05), indicating that Green Promotion has a significant effect on Purchasing Decisions in a positive direction ( $\beta = 0,216$ ).
- In Green People (X5), the value of  $t = 2,210$  and  $\text{Sig.} = 0,030$  (less than 0,05), indicating that Green People has a significant effect on Purchasing Decisions in a positive direction ( $\beta = 0,151$ ).
- In Green Process (X6), the value of  $t = 2,580$  and  $\text{Sig.} = 0,011$  (less than 0,05), indicating that the Green Process has a significant effect on Purchasing Decisions in a positive direction ( $\beta = 0,087$ ).
- In Green Physical Evidence (X7), the value of  $t = 3,667$  and  $\text{Sig.} = 0,000$  (less than 0,05), indicating that Green Physical Evidence has a significant effect on Purchasing Decisions in a positive direction ( $\beta = 0,172$ ).

Test Coefficient of Determination ( $R^2$ )Table 11. Test Coefficient of Determination ( $R^2$ )

Model	R	Adjusted R Square		Std. Error of the Estimate
		R Square	Adjusted R Square	
1	.956 <sup>a</sup>	.913	.907	1.479

a. Predictors: (Constant), X7, X2, X4, X6, X5, X3, X1

Source: data processed by SPSS, 2024

Table 11 above shows the results of the coefficient of determination analysis that the  $R^2$  value 0,913, which means that 91,3% of the variability in the dependent variable Purchasing Decision (Y) can be explained by the independent variables, namely Green Product (X1), Green Price (X2), Green Place (X3), Green Promotion (X4), Green People (X5), Green Process (X6), and Green Physical Evidence (X7). Meanwhile, the Adjusted  $R^2$  value 0,907 indicates that about 90,7% of the purchasing decision variables can be explained by these variables and only 9,3% are caused by other factors outside this model.

## F test

Table 12. F Test Results

Model	Sum of		df	Mean Square	F	Sig.
	Squares					
1	Regression	2118.815	7	302.688	138.416	.000 <sup>b</sup>
	Residual	201.185	92	2.187		
	Total	2320.000	99			

a. Dependent Variable: KP  
b. Predictors: (Constant), X7, X2, X4, X6, X5, X3, X1

Source: data processed by SPSS, 2024

Based on the F test results, the calculated F value is 138,416 with a significance level of 0,000. This shows that the regression model as a whole is significant in explaining the relationship between the independent variables Green Product (X1), Green Price (X2), Green Place (X3), Green Promotion (X4), Green People (X5), Green Process (X6), and Green Physical Evidence (X7) on the dependent variable Purchasing Decision (Y).

## Multiple Linear Regression Analysis

Table 13. Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardize Coefficients		t	Sig.
	B	Std. Error	Beta			
1	(Constant)	-2.009	1.380		-1.456	.149
	G. Product	.118	.048	.163	2.639	.010
	G. Price	.238	.046	.232	5.185	.000
	G. Place	.160	.036	.215	4.477	.000
	G. Promotion	.216	.051	.178	4.255	.000
	G. People	.151	.068	.093	2.210	.030
	G. Process	.087	.034	.127	2.580	.011
	G. Phy Evid	.172	.047	.229	3.667	.000

a. Dependent Variable: KP

Source: data processed by SPSS, 2024

Based on the results of the multiple linear regression analysis described above, the regression model can be formulated as follows:

$$\begin{aligned}
 Y = & -2,009 + 0,118(\text{Green Product}) + 0,238(\text{Green Price}) + 0,160(\text{Green Place}) \\
 & + 0,216(\text{Green Promotion}) + 0,151(\text{Green People}) + 0,087(\text{Green Process}) \\
 & + 0,172(\text{Green Physical Evidence}) + \varepsilon
 \end{aligned}$$

All independent variables have positive coefficients, indicating that an increase in each independent variable will increase purchasing decisions. This supports the importance of green aspects in influencing consumer decisions.

### Green Product relationship that has a positive and significant effect on purchasing decisions for MSME products in Semarang City.

Green products have a positive and significant effect on purchasing decisions, with a coefficient of 0,118 and a P-value of 0,010. Consumers, especially those aged 17-27 years with a D4-S1 education, choose environmentally friendly MSME products due to awareness of environmental issues and health benefits. In addition, adequate income drives the decision to buy quality products that contribute to environmental sustainability. The majority of respondents understand that green products reduce negative impacts on nature through safe raw materials and green marketing mix concepts. Satisfaction with the quality, durability, effectiveness, and safety of the product is also a major factor in purchasing decisions. Consumers feel reassured that these products are free of harmful chemicals and support recycling, helping to reduce pollution and exploitation of natural resources. This research is in line with (Rizal Yulianto et al, 2021) and (Sofwan & Wijayangka, 2021), which state that green products have a significant effect on purchasing decisions. Products with good quality, safe raw materials, and recyclability encourage consumers to choose more responsible consumption.

**Green Price relationship that has a positive and significant effect on purchasing decisions for MSME products in Semarang City.**

Green price has a positive and significant effect on purchasing decisions with a coefficient of 0.238 and a P-Value of 0.00. Consumers with certain income levels see higher prices as an investment in environmental sustainability and health. They are willing to pay more for MSME products that have a positive impact on the environment, so the right pricing strategy can attract the environmentally concerned consumer segment. Respondents perceive green prices as a balance between business profits and social responsibility. Green product prices reflect higher production costs due to the use of environmentally friendly raw materials. Therefore, the pricing strategy should consider profitability and competitiveness to remain attractive in the market. Discounts or promotions in the green price strategy are also proven to increase consumer loyalty and expand market share. This research is in line with (Rizal Yulianto et al., 2021) and (Zaky & Purnami, 2020), who found that green price has a significant effect on purchasing decisions, because the price of environmentally friendly products is proportional to the benefits for consumers and the environment.

**Green Place relationship that has a positive and significant effect on purchasing decisions for MSME products in Semarang City.**

Green place has a positive and significant effect on purchasing decisions with a coefficient of 0,160 and a P-Value of 0,00. Green place ensures that green products are available in strategic locations that are easily accessible, both through physical stores and digital platforms, thereby increasing accessibility and reducing the carbon footprint of transportation. In addition, the use of energy-efficient and low-waste warehouses and distribution centers also supports supply chain sustainability. The availability of complete products encourages consumers to visit MSME outlets more often. Consumers are more interested in shopping at places that provide a variety of green products in one location and offer convenience, such as green parking areas and environmentally friendly facilities. Thus, green places not only improve accessibility but also create a better shopping experience. This research is in line with (Rizal Yulianto et al., 2021) and (Zaky & Purnami, 2020), who found that green place has a significant effect on purchasing decisions. This shows that sustainable distribution not only supports accessibility but also creates added value for consumers who care about the environment.

**Green Promotion relationship that has a positive and significant effect on purchasing decisions for MSME products in Semarang City.**

Green promotion has a positive and significant effect on purchasing decisions with a coefficient of 0,216 and a P-Value of 0,00. Green promotion connects products with the environment, promotes healthy lifestyles, and strengthens the company's image in environmental responsibility. Effective promotion, especially among women, can increase consumer awareness and influence purchasing decisions. Respondents realized that choosing ecofriendly MSME products contributes to environmental conservation. Green promotion strategies, such as educational campaigns, eco-labeling, and digital marketing, not only increase sales but also build consumer loyalty to brands committed to sustainability. MSMEs that implement green promotion consistently can strengthen their competitiveness and attract more environmentally conscious consumers. Previous research (Zaky & Purnami, 2020) and (Fadilah et al., 2024) also showed that green promotion has a significant effect on purchasing decisions. MSMEs in Semarang City that implement this strategy have succeeded in increasing consumer awareness and strengthening purchasing decisions.

**Green People relationship has a positive and significant effect on purchasing decisions for MSME products in Semarang City.**

Green people have a positive and significant effect on purchasing decisions because the results of data processing green people have a coefficient value of 0,151 with a P-Value of 0,030, indicating a positive and significant influence on purchasing decisions. Green people refer to individuals who care about the environment and are more selective in choosing products, especially environmentally friendly MSMEs. Consumers aged 17-27 years with higher education and adequate income tend to be more aware of sustainability, thus driving demand for green products. In green marketing, green people not only sell products but also educate customers about sustainability. Interactions between salespeople, employees and customers act as a communication tool that increases consumer awareness and builds trust in green products. Employees who understand the concept of sustainability can provide inspiring information and strengthen customer loyalty. In the green marketing mix,

the presence of green people distinguishes conventional businesses from sustainability-oriented businesses. Businesses that implement this strategy not only attract environmentally concerned consumers but also build a sustainable positive reputation. Research by (Fitriyanti; et al., 2023) also shows that green people have a significant effect on purchasing decisions.

#### **Green Process relationship that has a positive and significant effect on purchasing decisions for MSME products in Semarang City.**

Green process has a coefficient value of 0,087 with a P-Value of 0,011, indicating a positive and significant influence on purchasing decisions. Green process includes resource efficiency, use of recycled materials, environmental technology, and sustainability campaigns. MSMEs in Semarang City have started to implement green production, which attracts consumers, especially 17-27 years old with higher education and adequate income. Green processes reduce carbon footprints by optimizing energy and resources, improving product quality, and strengthening MSME competitiveness. Consumers value cleaner and more efficient production practices, increasing trust in the products. In addition, environmental campaigns such as packaging recycling and customer incentives strengthen consumer engagement in sustainability. MSMEs that implement green processes are able to maintain a balance between fast service and environmental responsibility, for example through digital ordering or green distribution. Thus, green processes not only support green business but also increase customer satisfaction. The results of this study are in line with the study of (Fitriyanti; et al., 2023), which shows that the implementation of green processes has a positive and significant effect on Raja Madu SMEs.

#### **Green Physical Evidence relationship that has a positive and significant effect on purchasing decisions for MSME products in Semarang City.**

Green physical evidence has a coefficient of 0,172 with a P-Value of 0,00, showing a positive and significant influence on purchasing decisions. MSMEs that use recycled, reusable, and hazard-free packaging have succeeded in attracting consumer trust, especially 17-27 years old with higher education and an income of IDR 3,000,000-IDR 5,000,000. Eco-friendly packaging not only protects the product but also reflects MSMEs' commitment to sustainability, which strengthens customer loyalty. The use of innovative reusable packaging adds functional value and reduces waste. Consumers have more trust in MSMEs that prioritize sustainability in production, packaging and distribution. In addition, hazard-free packaging ensures product safety and health, reduces pollution, and strengthens the image of MSMEs as environmentally conscious businesses. The results of this study are in line with (Amalia et al., 2023) and (Farha & Rini, 2021), which show that green packaging has a positive effect on purchasing decisions.

## **V. CONCLUSION**

Green product has a positive and significant effect on purchasing decisions for environmentally friendly MSME products in Semarang City. 2) Green price has a positive and significant effect on purchasing decisions for environmentally friendly MSME products in Semarang City. 3) Green place has a positive and significant effect on purchasing decisions for environmentally friendly MSME products in Semarang City. 4) Green promotion has a positive and significant effect on purchasing decisions for environmentally friendly MSME products in Semarang City. 5) Green people has a positive and significant effect on purchasing decisions for environmentally friendly MSME products in Semarang City. 6) Green process has a positive and significant effect on purchasing decisions for environmentally friendly MSME products in Semarang City. 7) Green physical evidence has a positive and significant effect on purchasing decisions for environmentally friendly MSME products in Semarang City.

## **VI. OVERVIEW**

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